



# **MWR MARKETING**

## **BOSS Conference 2005**





# Highlights

- Marketing 101
- MWR Sponsorship
- Branding 101
- Planning Your BOSS Event
- Advertising Your BOSS Event
- Questions

U.S. ARMY



# Marketing 101

- Marketing is “an organizational function and a set of processes for creating, communicating, and delivering value to customers...”
- Marketing is much more than selling or advertising. It encompasses everything from what products or services you sell to how you get them to the customer.

U.S. ARMY

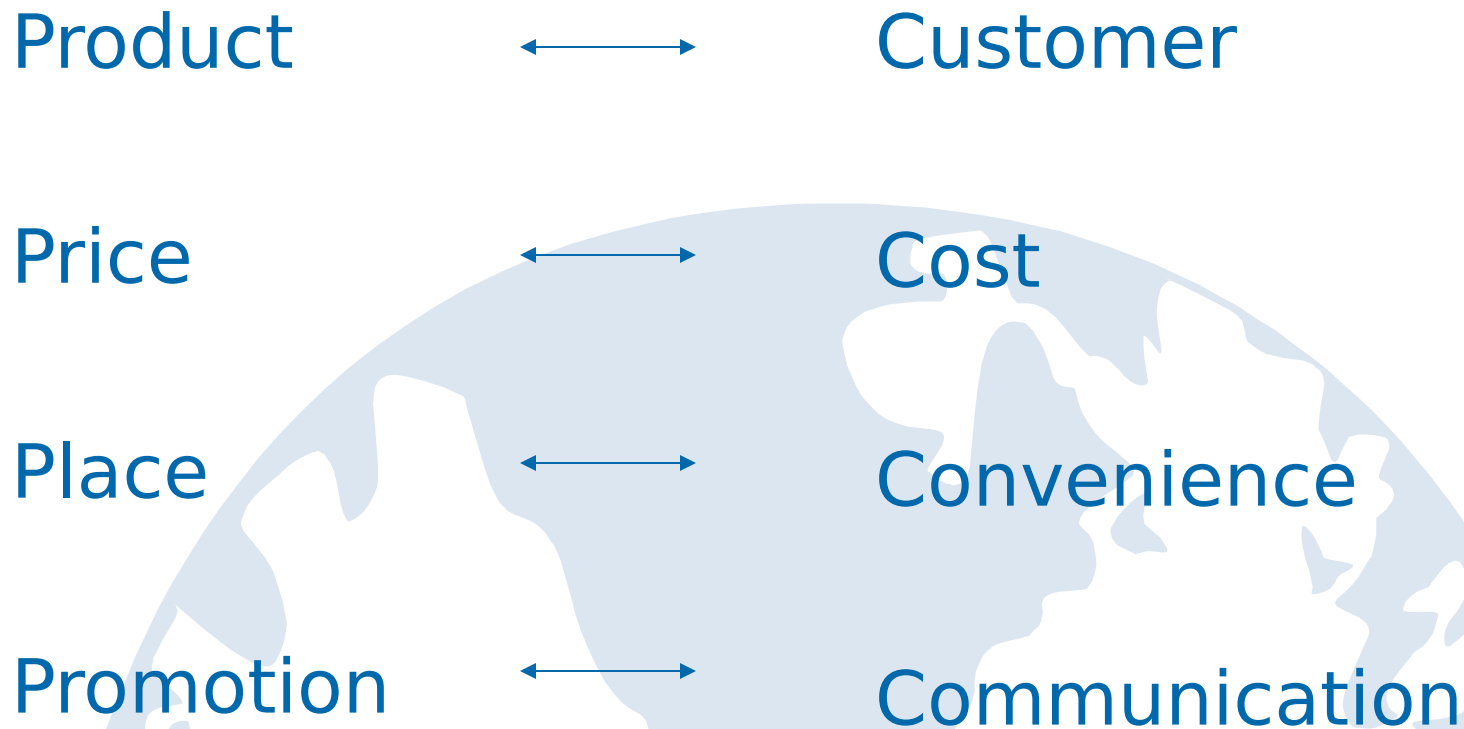


# Importance of Marketing

- Builds awareness among potential customers
- Captures interest in your product or service
- Makes people want to participate again and again
- Sells the benefits of your product/event/program



# The 4 Ps and the 4 Cs (aka the “marketing mix”)



U.S. ARMY



# MWR Sponsorship

- Sponsorship is an exchange of goods and/or services, solicited or unsolicited.
- Authorized installation POC is the only person allowed to solicit event sponsorship
- MWR events only – regulations prohibit otherwise
- At a minimum, request sponsorship 3 months in advance
- Sponsor benefits and “repeat” sponsorship
- Sponsorship is “gravy” – not the meat!

U.S. ARMY

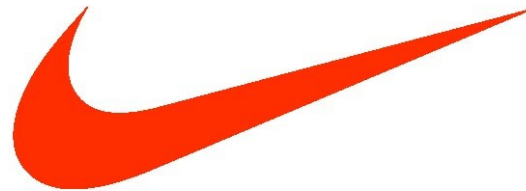


# Branding 101

- A brand creates a lasting impression, and sometimes an emotional connection, to a product, service or experience. Image is everything!
  
- Why we brand:
  - Sell product and retain customers
  - Build customer loyalty and participation
  - Create continuity from installation to installation
  - Create an emotional tie to MWR
  - Communicate value of services through identity

U.S. ARMY

# Established Brands







# Your Brand Identity

- New MWR logo is the standard
- Wherever there is a BOSS logo, there shall be an MWR logo!





# Planning Your BOSS Event

- The major players
  - BOSS representative/program coordinator
  - Recreation Program Manager or Special Events Coordinator
  - Marketing Department
  - Commercial Sponsorship Coordinator
- Research; target audience; goals and objectives
- Plan your programs and events one year in advance
- Follow up with an After Action Report (AAR)

U.S. ARMY

# Advertising



- Advertising is part of the marketing process and helps you to promote your event or program
- Know your audience
- Send a CONSISTENT and FREQUENT message
- Partner with MWR activities to cross promote
- Utilize and apply a promotion mix

U.S. ARMY



# Additional Information

- Local installation MWR marketing office
- Regional MWR marketing office
- CFSC MWR marketing office





# QUESTIONS?

